

Macoupin County Tourism Grant Program

The purpose of the Macoupin County Tourism Grant Program is to assist groups and non-profit organizations in Macoupin County by providing funding for marketing to improve tourism in our county. The goals of the program are:

- Increase overnight stays in Macoupin County
- Increase the visibility and viability of the County's tourism attractions and events
- Increase expenditures by visitors to Macoupin County
- Support programs and activities that will attract more tourists.

The grants will be awarded, in accordance with Macoupin County's Hotel Operator's Occupation Tax Ordinance, to local non-profit organizations engaged in the promotion of a tourist-related special event or attraction. Funding for the grants will come out of the Macoupin County hotel/motel tax fund. The Macoupin County Economic Development Committee will review grant applications and make a recommendation to the full Macoupin County Board for approval. The amount of grant awards will depend on need and available funds, and will be determined by the Economic Development Committee. Applications can be obtained by contacting Economic Development Coordinator Nora Feuquay at 217-854-7727 or at nora.feuquay@macoupincountyil.gov.

Grant Guidelines

Non-profit groups from Macoupin County may apply for the tourism grant under the following guidelines:

1. Projects should be of a promotional, advertising or marketing nature, designed to increase attendance at the event, activity or attraction. The goal should be to increase stays at hotels and/or the use of facilities in the county. Internet promotion, advertising or marketing can be included.
2. All advertising and promotional materials must include the statement "Funding provided in part by the Macoupin County Tourism Grant Program".
3. Projects should promote Macoupin County as a destination by emphasizing lodging, dining, shopping and attractions.
4. Projects should be tourism-related and will be considered only on the basis that they will enhance tourism in the county.
5. Funding can not be used for administrative, clerical, production or for normal operating costs.
6. The Economic Development Committee will consider factors such as the type and scope of the applying organization/project, the organization's resources, the impact of the project, the timetable, the number of applications received, and the amount requested when considering grant applications.
7. Requests will be done on a reimbursable basis. Grants will not be disbursed until a final report of the event supporting its application claims as to hotel usage,

advertising, and promotional materials expenses and marketing copies. Failure to submit the receipts outlined in the grant application will result in nonpayment by the grant program.

Procedures and Deadlines

Applications may be submitted on a quarterly basis, but should be made at least six months prior to the applicant's event. Submission dates are January 1, April 1, July 1 and Oct. 1. Further information may be requested by the Economic Development Committee upon review of the application.

Applicants must meet the guidelines above and the following grant procedures:

1. Complete and send in the Macoupin County Tourism Grant Application. All sections must be completed, and applications should be typewritten with additional pages attached as needed.
2. A grant may be awarded for less than requested. The amount granted depends on the number of applications received, funds available and the appropriateness of the project.
3. Approved grants will be paid directly to the grantee.
4. Projects must be completed in the timeframe provided on the application. Upon completion, a copy of the original invoices is requested, accompanied by copies of all final marketing pieces such as brochures, advertisements, radio/TV tapes. Failure to do so within 90 days of project completion will disqualify the project/group from future Macoupin County Tourism Program grants.
5. Applications should be sent to Macoupin County Economic Development Coordinator Nora Feuquay at 21480 B. IL Rte. 4 Carlinville, IL 62626 or via email to nora.feuquay@macoupincountyil.gov.